

CASE STUDY

Positive results through technology and innovation.

INsight

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Powered by Intelmedia



CLIENT/INDUSTRY: Consumer product – home warranty

BUSINESS ISSUE: Desired improved ROI from their direct response campaigns. Client felt KPIs were inaccurate.

ANALYSIS/KEY FINDINGS:

- Engaged Intelmedia to perform analysis of business
 - Intelmedia first, ran calls through our platform to evaluate current performance and determine if current reporting was accurate
- Key findings:
 - The client had two disparate reporting systems, one for telephony and one for CRM that resulted in a number of calls that did not show up on reports
 - By having two separate systems client could not accurately identify their best-performing agents
 - After running all calls through the Insight Platform, the following was uncovered;
 - Prior system was not reporting all agent calls causing inaccurate agent comparisons
 - 15% of calls were from unserviceable areas of the country yet were delivered to the sales agents
 - Actual conversion rate was far less than previously reported (see below)

SOLUTION:

- Applied our Insight product suite to the platform. This included:
 - Predictive call scoring in real-time
 - Agent performance routing for all calls
 - Unified CRM and Telephony data reporting

RESULTS:

- The client was able to view reporting on all calls including agent performance, allowing the client to measure agent rankings correctly
- Knowing the value of each incoming call, agent availability and accurate agent performance, all in real-time, permitted client to route best calls to the best agents
- Understanding the importance of each call in the queue, the client was able to prioritize calls in the queue, moving best prospects to the front of the queue
- Besides financial improvements, the client had confidence in reporting to be able to make media buying decisions and accurately measure the performance of all agents.

	Pre-Intelmedia Investment	% of Calls Post Intelmedia	Variance
Marketing Channel	Lead Conversion %	Lead Conversion %	Result
Media	5.7%	8%	↑ 23%
SEM	15%	19.5%	↑ 45%
SEO	6.4%	7.1%	↑ .8%
Partner	7.3%	7.7%	↑ .4%

Thank You
For Considering
Us As Your
Business
Partner.



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